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Creative Brief

Market Research

The South Santa Barbara County PathPoint location caters to the suburban cities of Santa Barbara, Carpinteria, and Goleta. Based on the 2012-2016 U.S. Bureau Census, 5.9% of people under the age of 65 lived with a disability in Santa Barbara County which is about 26,440 people. In terms of psychographics, parents with disabled children have deep concerns and fears regarding, “professional attitudes and dominance, neglect of parental knowledge, lack of counseling and therapy, coping in the future, support, and the child’s aesthetic and body” (Case, 2010, p.1). In another study, the researchers determined what were triggers for parents to enroll their child in a weight loss program (Gillespie et al, 2014). Although a different cause, we still see a case of whether or not a parent will enroll a child in a program for the betterment of their wellbeing. The study found that triggers included bullying, health concerns, and the inability to participate in school activities. The Internet and word of mouth were identified as the main recruitment methods into a weight loss program with an emphasis on fun and friendliness. In regards to behavioristic segmentation, one of the spokespeople in lecture explained that parents and caregivers will seek a program like Pathpoint when their loved one is about to graduate high school and enter the Entitlement Program (personal communication, April 17, 2018). Along with this, potential users will be interested in seeking this type of service which will include benefits such as social network building, career advancement, and a safe environment for personal growth.

Target Audience

Although we are already catering to a rather small audience, we decided to narrow our target audience further by focusing on primary caregivers of high school students with disabilities in South Santa Barbara County. This could be parents, grandparents, or other forms

of legal guardians. We chose to target the primary caregivers as opposed to the students themselves because we know that it would most likely be them who held the most responsibility and control over finding the right agencies.

Based on our market research, we wanted to target the primary caregivers of high school students because many individuals that PathPoint serves come through the Entitlement Program. However, individuals can only begin receiving the services after either graduating high school or “aging out” once they turn 22 years old. So, in targeting caregivers of high school students, we hope to inform them of PathPoint’s services around the time that they are beginning to research post-school options, but before they start receiving referrals from a case worker.

Lastly, based on our psychographic research, we decided to target caregivers who are worried about the future of their loved ones once they themselves are not around to help. According to the psychographic and behavioristic research, the safety and emotional wellbeing of their loved one is a key concern for parents and caregivers in regards to enrolling them in certain service or programs. Therefore, we wanted to emphasize Pathpoint’s ability to provide this so that parents and caregivers can have the utmost confidence in this organization.

Communication Objectives

Our main goal is to convince parents and caregivers to choose Pathpoint. Parents and caregivers will feel safe knowing that their loved one is in a safe environment. They will feel confident knowing that their loved one is gaining independence and feel comfort knowing that their loved one will be taken care of when the caregiver can no longer provide this. We want caregivers to feel that Pathpoint is a trustworthy organization that will provide young people with the necessary social and work skills to live a happy, independent, and dignified life. We will do

so by explaining the overall PathPoint atmosphere, the Career/Life Exploration program, and the Family Check In process.

Product Features and Benefits

PathPoint offers three key features: a familial environment, the Family Check In process, and the Career/Life Exploration program. The first unique benefit is that the individuals that they are serving feel invited, comfortable, and supportive. Employees and the individuals they serve describe themselves as a family - they may have disagreements but they ultimately “have each other's backs” (personal communication, May 24, 2018). This environment inspires confidence in family members that their loved one is being well taken care of and that the individual’s needs are being met by employees who have their best interests in mind. It also shows that the organization values the individual’s family, and that they are invited to be as involved in the process as possible.

The second benefit is that the people that PathPoint serves receive a highly individualized experience that is communicated during Family Check In’s. PathPoint pushes each person to set their own goals, rather than having family members or employees set goals for them. Because of this, individuals receive care that is truly centered on who they are as opposed to just a “one-size fits all” type of program. The Check In process also ensures that everyone involved is in agreement regarding the individual’s care. In seeing this aspect emphasized, caregivers can feel confident that their loved one will find what aspects of life call to them - whether that means painting recreationally, contributing to a team as a grocery store stocker, or becoming an active community member by attending local sports games.

The last benefit is that individuals will learn skills they would need to obtain and maintain a job through the Career and Life Exploration program and they will actually find jobs

in the community. PathPoint plays an active role in this process by developing partnerships with local businesses to aid individuals in their job search and acquisition. Caregivers can find peace of mind in knowing that their loved one will have the assistance and the opportunity to find independence through employment.

Positioning of the Product

In the Santa Barbara and Ventura area, two organizations stood out as competitors for PathPoint. Although these organizations are very similar to one another, PathPoint stands out as a lead contender due to its career advancement program, the variety of work opportunities they offer, and that they keep the caregivers and families involved.

Alpha Resource Center is a leading competitor for PathPoint. Alpha Resource Center touches on similar values in their mission statement such as empowerment, developing soft and hard skills, working with families, and making sure their participants feel at home (Alpha Resource Center, 2018). Alpha also has an activity-based day program which includes shopping, exploring the beach, community service, and group fitness. Where they falter, however, is their career services program. Alpha participants have five work opportunities which all take place at Alpha facilities. Unlike PathPoint participants, Alpha members have a much smaller range of work opportunities and are confined to one environment. Due to this, the work expectation may be different than if they were to be at a separate company. This, in a way, defeats the perception of “normalcy.” PathPoint actually helps their participant’s find jobs outside of the PathPoint facility so that they can be exposed to different experiences and people.

Another strong competitor for PathPoint is the Independent Living Resource Center (ILRC). ILRC has many diverse training programs to help the client as well as the family such as Parenting with Disabilities and Disaster Preparedness. They also emphasize on having an

individual tailored program. Both have services to find housing, in home assistance, and basic training, but PathPoint offers an actual housing facility. Also, ILRC offers vocational training, but not as extensively as PathPoint. They also do not offer actual job opportunities, only training.

Lastly, neither organization describes a caregiver/family check-in program like PathPoint's. Although they provide resources for caregivers about their loved one's disabilities and how to work through the challenges, they do not clearly mention a scheduled meeting with the caregiver or family to be a part of their loved one's growth.

Key Consumer Benefit

With the features discussed earlier, the key benefit that parents and caregivers can take away from PathPoint is the peace of mind knowing that their loved one will be taken care of even when they can no longer provide this care. Along with this, their loved one will be trained to perform soft and hard skills necessary to live an independent and dignified life. They will also be able to achieve these goals in a healthy and happy environment.

Creative Strategy

We decided to use the Think, Feel, and Do strategies to reach our audience in multiple ways and have the best chance of successful persuasion. The two we focused on most are Think and Feel because we thought our audience would focus on those appeals when researching the important and highly personal topic of disability services.

Our Think strategy is primarily executed through our interview with the head of PathPoint's Integrative Work Program. His program works closely with the Career and Life Exploration Program, so we thought he would be a reliable source for information that is pertinent to our target audience. We chose the Think strategy to highlight the Career and Life Exploration program and the Family Check In process because they have key consumer benefits

that we want our audience to realize. Therefore, including factual information may decrease the amount of uncertainty that our audience feels. We also invoked the Think strategy by including testimonials that we found on PathPoint's website concerning the organization as a whole. Based on our behavioristic research, we found that a recruitment method that parents responded positively to was word of mouth. We felt that including the testimonials would show potential users that other parents and participants recommended the program and could be used as a form of word of mouth.

For the Career and Life Exploration program, we chose to emphasize its structure because we are appealing to the families and caregivers of high school students. So, the fact that this program is structured in a familiar classroom setting may instill confidence in the program to provide a stable environment that their loved one is already accustomed to. We showed a video of one of these classes in progress to give our audience more of an idea of what their loved one will experience and to allow them to envision their loved one in the program. We went on to include that this program focuses on developing skills that will make the individual more employable. We included this information because finding a job is a key milestone in attaining independence. So, in hearing this topic as a focus of the program, our audience will realize that their loved one will receive the support that they need to work toward independence, and that they as the caregiver will not need to be so heavily relied on. We included photos of employed individuals from the PathPoint's website to show examples of the types of jobs that are common. While working at Home Depot and Smart & Final are not the only options, we thought that these entry level jobs would appeal to the families and caregivers of recently graduated or aged-out individuals who may have limited or no prior work experience.

The section about Family Check In's tells the audience how important it is for individuals to control the setting of their goals during these interactions. By verbally describing the significance of an individual setting their own goals, we want the audience to think about whether their loved one is doing that now. If they are, then the audience can recognize that PathPoint will continue this important practice. And if the audience realizes that their loved one is not setting their own goals, then they may realize that PathPoint has unique practices and services to offer.

The testimonials that we included use the Think strategy by providing concrete examples of how PathPoint has helped individuals. The first informs the audience that PathPoint services can assist individuals earning a Master's degree, getting a job, and living. Stating this allows the audience to realize that the organization's comprehensive services help people to achieve monumental goals. The second explicitly states that the organization helped to make give a grandmother confidence that her grandson will continue to live an independent and happy life as she ages and cannot take care of him as much. This testimonial is especially important because we are targeting individuals who are concerned about their loved one's future. So, by directly addressing this topic, we force the audience to recognize PathPoint's role in easing those concerns. The last testimonial is from the perspective of an employer, and tells the audience that the individual is doing her job very well. By stating this, we hope that our audience will think about the way the program prepares individuals for the workforce, and how the services work to support them throughout their employment.

We decided to use the Feel strategy as well because we chose our audience partially based on their feelings about the future. Therefore, we used the section about PathPoint's atmosphere and many of our visuals to appeal to the audience's emotions. We used the Feel

strategy for the atmosphere section because we thought that no matter how great an organization's services are, a parent or caregiver would not be comfortable trusting their loved one with a group of people who did not care deeply about their wellbeing and progress. So, allowing the audience to feel the warmth in the man's voice when discussing the familial atmosphere can instill confidence in the employee's intentions. This warmth is especially prominent when he described the people he works with and the people he serves as "the greatest people on earth".

The Feel strategy is further invoked through the visuals we included. During the section about the organization's atmosphere, we included videos of employees and the people that they serve smiling and interacting with each other. These images help to ignite feelings of comfort that PathPoint provides a positive and supportive environment for the audience's loved ones to excel in. The visuals that show during the section about Family Check In's are also meant to provoke inspiration and hope. While discussing the importance of people setting their own goals during these meetings, the videos show a woman smiling next to her painting, a man smiling and talking to students, and a woman diligently painting. These visuals show individuals potentially achieving goals they had set for themselves. So, the audience is meant to feel that sense of accomplishment and pride, and therefore feel that their loved one will also be able to set and realize their goals too.

Lastly, we employ the Do strategy by ending with a call to action. The video ends by inviting viewers to call the office or visit the website for more information.

Tone

Our approach is to inspire confidence in caregivers that their loved one is gaining independence and will be looked after when they are no longer able to provide the necessary

care. Therefore, our tone is reassuring, warm, and inviting. We want the audience to feel confident that PathPoint is the right choice because the organization has the individuals' best interests in mind and offers extensive but user-friendly services.

Support Statement

Through a familial atmosphere, the Career/Life Exploration program, and the Family Check In process, families and caregivers will feel comfort and confidence knowing that their loved one will be gaining the necessary skills to live an independent life in a safe and happy environment.

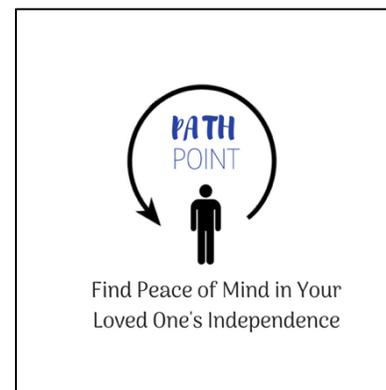
Slogan or Tagline

Our slogan is "Find Peace of Mind in Your Loved One's Independence". We chose this because a key characteristic of our target audience is that they are concerned about their loved one's future. We wanted to show that the audience will not need to worry if they choose PathPoint because the organization provides services that are comprehensive and supportive of each individual's journey towards independence.

Logo

We wanted to show how PathPoint was a full circle experience for its participants. You start out as yourself and ultimately continue into becoming the best version of

yourself, which is why we chose a circle to represent continuity. We believe that including the slogan would help promote the values of PathPoint as well as give the audience an idea of what the organization stands for.



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